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## PRIMARY AUDIENCE

- REACH CURRENT BRAND SMOKERS
- REACH COMPETITIVE SMOKERS
- HIGH KEY AUDIENCE SMOKER INDEX

### SUB-CATEGORY

- CRITICAL

- OPTIONAL

### RATIONALE

- HIGH INTEREST EDITORIAL ENVIRONMENT
- RELATIVE CPM EFFICIENCY

- REINFORCES PLAN, BUDGET PERMITTING
- LOWER CPM EFFICIENCY

### CREATIVE STRATEGY

- HIGH IMPACT SPECIAL UNITS/ SPREADS
- IMAGE RELATED PROMOTIONAL ADS
- POSSIBLY TAILOR ADS TO EDITORIAL
- REINFORCE WITH PAGES

- HIGH IMAGE PAGES/ OCCASIONAL SPREADS
- POSSIBLY PROMOTIONAL ADS

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## PRINT CATEGORIZATION STRATEGY

### FOUR MAIN CATEGORIES

<u>CATEGORY</u>	<u>RATIONALE</u>
1) PRIMARY AUDIENCE	<ul style="list-style-type: none"><li>• REACH CURRENT BRAND SMOKERS</li><li>• REACH COMPETITIVE SMOKERS</li><li>• HIGH KEY AUDIENCE SMOKER INDEX</li></ul>
2) MASS REACH	<ul style="list-style-type: none"><li>• HIGH CIRCULATION</li><li>• BROAD SMOKER REACH</li><li>• EFFICIENT SMOKER CPM</li></ul>
3) IMAGE ENHANCING	<ul style="list-style-type: none"><li>• HIGH IMAGE MAGAZINES, GRAPHICALLY APPEALING</li><li>• REACH INFLUENTIALS AND TRENDSETTERS</li></ul>
4) CORPORATE	<ul style="list-style-type: none"><li>• DOES NOT ADDRESS SPECIFIC BRAND OBJECTIVES</li><li>• DOES ADDRESS SOME CORPORATE GOALS/ISSUES</li></ul>

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## **ROLE OF TOBACCO ADVERTISING IN THE 1990's**

- REACH CURRENT BRAND SMOKERS
- REACH COMPETITIVE SMOKERS
- REACH ADULT SMOKERS IN ALL SOCIO/DEMOGRAPHIC GROUPS
- REACH AND BE VISUALLY APPEALING TO ALL ADULTS, ESPECIALLY INFLUENTIALS AND TRENDSETTERS
- BE CREATIVELY FLEXIBLE --TAILOR MESSAGE TO AUDIENCE AND VEHICLE

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## **BACKGROUND**

- LOW CONSUMER INTEREST IN TOBACCO ADVERTISING
- SIGNIFICANT CLUTTER
- HENCE, IMPACT SCHEDULING IN 1991
- FOR INCREASED EFFECTIVENESS, DEVELOPED PRINT CATEGORIZATION STRATEGY

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**PRINT CATEGORIZATION STRATEGY/**  
**MAJOR MAGAZINE REDUCTIONS**

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